

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 6, 1997

RJR Account #088080
Mr. D. Calderon
J. A. CALDERON CO.

APRIL DORAL BOX 100 B1G1F / PROMOTION #700447

Dear Dave:

DORAL B1G1F *pre-sleeved* product has been ordered (see quantities listed below), as well as 105 skus of 4-carton displays (Item #526424) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

B1G1F

STYLE

UPC Code

7

Full Flavor Box 100

12300-23993

7

Light Box 100

12300-23994

Product / Premium Arrival:

March 31, 1997

Ship Date to Retail:

Week of: April 7, 1997

SKU CUBE:

0.2618

SKU WT (w/o Product):

0.7600 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$615.83

Non-EFT \$ Amount:

\$N/A

01862 3213

-2-

B1G1F

J. A. CALDERON CO.

Promotion Description:

Utilize 4-Carton Shipper Display. Place 20 *pre-sleeved* B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

SHIP TWO (2) DISPLAYS TO EACH ACCOUNT ON THE ATTACHED CUSTOMER LIST.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$49.00 (3.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORBOX.DOC

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SIS - VAP SCROLL LIST

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WHOLESALE: 088080 J. A. CALDERON CO.

INSTRUCTIONS: DORAL BOX BIGIF INTRODUCTION:
 DORAL LIGHT BOX 100 / DORAL FULL FLAVOR BOX 100
 SHIP (2) DISPLAYS TO EACH RETAIL ACCOUNT

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	268748	1626 02	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	0990-00-00	A 24	26
	268764	1626 02	7-11 #11277	1482 BUFFALO RD	ROCHESTER	NY	0001-04-02	A 12	22
	268798	1626 02	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY		A 24	33
	326498	1626 02	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY		A 12	8
	539162	1626 02	STOP-N-SHOP	692 MANITOU RD	HILTON	NY		A 24	19
	600125	1626 02	TWENTY-TWENTY MARKET	2020 RIDGE RD W	ROCHESTER	NY		A 04	12
	654775	1626 02	7-11 #11278	720 ELMGROVE ROAD	GATES	NY	0001-04-02	A 24	19
	679258	1626 02	TUBBY'S DELIRAUNT	1097 LONG POND RD	ROCHESTER	NY		A 12	6
	684550	1626 02	BITESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY		A 12	8
	764134	1626 02	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY		A 24	26
	764179	1626 02	CFM #33-048	4179 BUFFALO RD	ROCHESTER	NY	0990-00-00	A 24	15
	430853	1626 03	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY		A 24	14
	764560	1626 03	G C MURPHY #3829	48 MAIN STREET	LE ROY	NY	0318-08-00	A 00	3
	268713	1626 04	7-11 #24809	3995 W HENRIETTA RD	ROCHESTER	NY	0001-04-02	A 24	26
	268720	1626 04	7-11 #11279	3100 E HENRIETTA RD	HENRIETTA	NY	0001-04-02	A 24	21
	268721	1626 04	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY		A 24	16
	268724	1626 04	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY		A 12	10
	268755	1626 04	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY		A 12	10
	268815	1626 04	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY		A 24	14
	269157	1626 04	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY		A 12	16
	415991	1626 04	REFINERS	417 MONROE AVE	ROCHESTER	NY		A 12	12
917872	416235	1626 04	MIKE HAHER'S MOBIL	1810 MOUNT HOPE AVE	ROCHESTER	NY		A 12	8
	481368	1626 04	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY		A 24	18
	505050	1626 04	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY		A 12	10
	510617	1626 04	HIGHLAND MINI MARKET	834 SQUH AVE	ROCHESTER	NY		A 24	12
	549096	1626 04	STOP N SHOP MOBIL/F	2044 LATTI RD	ROCHESTER	NY		A 24	29
	559196	1626 04	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY		A 12	12
	587842	1626 04	7-11 #21337	1809 PENFIELD RD	PENFIELD	NY	0001-04-02	A 24	12
	624695	1626 04	RABEEH'S MINI MARKET	954 JAY STREET	ROCHESTER	NY		A 00	5
	633313	1626 04	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	0362-01-02	A 24	17
				900 WASHINGTON STREE					
	657232	1626 04	MATHIAS PATRAWALA IN	1475 W RIDGE ROAD	ROCHESTER	NY	0362-01-02	A 12	15
	705968	1626 04	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY		A 12	10
				295 STONEWOOD AVE					
	716294	1626 04	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY		A 12	9
	730966	1626 04	TRANSIT FOOD MKT	1674 NORTON ST	ROCHESTER	NY		A 12	8
	743983	1626 04	RANI MART	1416 CULVER RD	ROCHESTER	NY		A 12	8
	763221	1626 04	7-11 #21412	3345 LAKE AVE	ROCHESTER	NY	0001-04-02	A 24	22
	763477	1626 04	7-11 #22653F	436 MONROE AVE	ROCHESTER	NY	0001-04-02	A 24	37
	763651	1626 04	7-11 #24058	464 THURSTON RD	ROCHESTER	NY	0001-04-02	A 12	15
	763722	1626 04	CFM #33-054	1430 CLINTON AVE N	ROCHESTER	NY	0990-00-00	A 12	12
	763803	1626 04	CFM #33-055	1404 NORTON ST	ROCHESTER	NY	0990-00-00	A 12	16
	764381	1626 04	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	0990-00-00	A 24	15
	354171	1626 05	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY		C 24	54
	503226	1626 05	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY		A 12	13
	578794	1626 05	DOLLAR&MORE STORE	MAIN STREET	SODUS	NY		B 24	54
	602879	1626 05	DOLLAR & MORE STORE	DBA DOLLAR & MORE ST	LYONS	NY		B 24	35
	679346	1626 05	DOLLAR&MORE STORE	6144 STATE ROUTE 21	WILLIAMSON	NY		A 24	34
	724735	1626 05	J&S DISCOUNT STORE	118 EXCHANGE ST	GENEVA	NY		A 12	65
	763306	1626 05	WOLCOTT BARGINE CTN	10 NEW HARTFORD ST	WOLCOTT	NY		C 24	113

764125	1626 05	BECKER PHARMACY	MAIN ST	RED CREEK	NY	A 01	6
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Total Accounts 49

6.5

98 Displays

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

04/15/97

ACCOUNT NUMBER: 088080 J. A. CALDERON CO.
VOUCHER NUMBER: 15350076 1467 MAIN ST E
DATE WRITTEN: 04/15/97 ROCHESTER, NY 14609
STATUS: PAID
AMOUNT PAID: 49.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	3.50	49.00

EXPLANATION: DORAL BOX B1G1F/#700447/AZ

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